

1 12. A method of forming a three-dimensional label for a
 2 container, comprising:
 3 creating an image on a first surface of a flexible material;
 4 causing at least a portion of the image to become deformed;
 5 and
 6 adhering a second surface of the flexible material to a
 7 surface of the container.

1 13. The method of claim 12, wherein forming the image on the
 2 first surface of the flexible material further comprises a print
 3 screening process.

1 14. The method of claim 12, wherein causing at least a portion of
 2 the image to become deformed further comprises a thermoforming
 3 process.

1 15. The method of claim 14, wherein the thermoforming process is
 2 followed by a cooling process.

1 16. The method of claim 12, further comprising trimming excess
 2 flexible material from the label before adhering the label to the
 3 container.